ABSTRACT OF THE DISCLOSURE

A heat-transfer label assembly and method of using the same. In one embodiment, the assembly is adapted for decorating glass articles and comprises a carrier, the carrier comprising a paper substrate overcoated with a layer of polyethylene. The polyethylene layer is overcoated with a skim coat of wax. One or more heat-transfer labels are printed onto the skim coat and are spaced apart from one another. Each label consists of one or more ink design layers, each ink design layer comprising a binder resin, a pigment, a cross-linking resin and a catalyst. The catalyst is capable of causing the cross-linking resin to cross-link the binder resin within 1-2 minutes after the label has been transferred to a glass article that has been preheated to a temperature of about 250°F-325°F.